



BID Business Development Meeting Minutes

Date: 6-3-2020

Location: City Hall, Room 205

Members in Attendance: N. Marklein Bacher, T. Sloan, K Downing, S. Sloan, S. Fay, M. Yount

Presentation: Lacey Steffes of Impact Marketing

The meeting was called to order at 12:30pm and noted compliance with the open meeting law

A motion to amend the minutes to eliminate Heather Kierzek from the attendance recipient's list and add Mike Yount and Scott Sloan was made and approved

A motion was made by S. Sloan, seconded by Fay and unanimously carried to adopt the agenda

Discussion:

Topic: Action regarding programming and other support measures for BID members and possible actions regarding other committee initiatives

Discussion: The discussion was led by Marklein Bacher in regards to how to support our BID members during the pandemic. Ideas presented were contacting Carla Minski from **Armadillo Marketing** for ideas on how to effectively market our area. Messaging has changed from the mindset "hooray we are open"! to "shop safe and secure" a softer and subtle approach.

Presentation:

A presentation by Lacey Steffes of **Impact Marketing** guided us on workshops we could present to our BID members. Suggested ones were social media marketing, seminars geared towards the service industry and a presentation by Ed White. Store staging was also discussed. Impact Marketing will submit a proposal to have Lacey coordinate the classes. Ed White would be contacted by a BID board member

Findings: Another meeting will be scheduled when the proposal from Impact Marketing is received

A motion to adjourn was made by S. Sloan and seconded by Fay at 1:07pm

Minutes Submitted by:

Sarah Fay

BID President